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PATENT
Appl. No. 09/843,589
Attorney Docket No. 450103-05764IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : John Anthony BRUCKNER et al.
Appl. No. : 09/843,589
Filed : April 25, 2001
For : SYSTEM AND METHOD FOR MANAGING INTERACTIVE
PROGRAMMING AND ADVERTISEMENTS IN INTERACTIVE
BROADCAST SYSTEMS
Art Unit : 2611
Examiner : YIMAM, Harun M.

745 Fifth Avenue
New York, New York 10151

I hereby certify that this correspondence is being deposited with
the United States Postal Service as first class mail in an envelope
addressed to: Commissioner for Patents, P.O. Box 1450,
Alexandria, VA 22313-1450, on the date shown below.

Samuel S. Lee, Reg. No. 42,701

(Name of Applicant, Assignee or Registered Representative)

Signature

10-3-05
Date of SignaturePOWER OF ATTORNEY BY ASSIGNEE AND REVOCATION OF PRIOR POWERSCommissioner for Patents
Alexandria, VA 22313-1450

Dear Sir:

Under 37 C.F.R. §3.73(b), Sony Corporation, a Japanese corporation with offices at 7-35
Kitashinagawa 6-Chome, Shinagawa-ku, Tokyo 141, Japan, and Sony Pictures Entertainment,
Inc., a Delaware corporation, with offices at 10202 West Washington Boulevard, Culver City,
California 90232 certify that they are the assignees of 100% of the right, title and interest in the
utility patent application identified above by virtue of an assignment from the inventor.

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The undersigned has reviewed all the documents in the chain of title of the patent application identified above and, to the best of undersigned's knowledge and belief, title is in the assignees, Sony Corporation and Sony Pictures Entertainment, Inc.

The undersigned, whose title is supplied below, is empowered to act on behalf of the assignees.

The undersigned, acting on behalf of the assignees, hereby revokes all powers of attorney previously granted in the application and appoints:

William S. Frommer (Reg. No. 25,506), and
Samuel S. Lee (Reg. No. 42,791)
Frommer Lawrence & Haug LLP
745 Fifth Avenue
New York, NY 10151

With full power of substitution and revocation, to prosecute the application and to transact all business in the United States Patent and Trademark Office connected therewith.

All correspondence regarding the application should be sent to William S. Frommer at Frommer Lawrence & Haug LLP, 745 Fifth Avenue, New York, NY 10151; telephone (212) 588-0800; facsimile (212) 588-0500.

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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patents issued thereon.

SONY CORPORATION
Is Authorized Representative

Date:

9/29/2005

Signature:

Harold Fujii